

Chapter 4 / Global Marketplace

Define the following terms.

- 1) Trade Agreements:
- 2) Importing:
- 3) Exporting:
- 4) Licensing:
- 5) Multinationals:
- 6) Infrastructure:
- 7) A Tariff is a _____ that is imposed on imports.
 - Before Income taxes were imposed in 1913 _____ were used as a _____ of _____ for the U.S.
- 8) A Quota limits the _____ of a product that may be _____
 - Examples:
- 9) Embargo:
 - Reasons government may impose embargoes:
- 10) Globalization:

11) World Trade Organization:

12) Protectionism:

13) Explain the 4 global marketing strategies and give examples from each method

